

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: · Mr. M. Murphy
From: · Karen Eisen
Subject: · Northwind In-Mall Product Test

Date: May 7, 1982

The Market Research Department will be conducting an in-mall product test for Northwind during the first week of June. For this test, approximately 125 respondents in each of the malls will be intercepted and given one pack of product to smoke. Based on your list, the product does not have to be tax stamped for the following markets, but I would appreciate if you double checked.

The markets and malls are as follows:

MARKET: Detroit
SERVICE: E. Freedman Marketing Service
MALL: Oakland Mall
ADDRESS: 350-B 14 Mile Road
Troy, Michigan
TELEPHONE: (313) 569-0444

MARKET: Savannah
SERVICE: Caroline Cooper
MALL: Oglethorpe Mall
ADDRESS: Avercorn Extention
Savannah, Georgia
TELEPHONE: (912) 897-3079

MARKET: Los Angles
SERVICE: S. Radiloff
MALL: Burbank Golden Mall
ADDRESS: 229 N. Golden Mall
Burbank, California
TELEPHONE: (213) 783-7709

MARKET: White Plains
SERVICE: Enclosed Mall Research
MALL: Galleria Mall
ADDRESS: 704 Galleria
100 Main Street
Box 630
White Plains, N.Y. 10602
TELEPHONE: (914) 997-7200

Karen Eisen

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